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FREDERICK LOESER & CO.

BROOKLYN ADVERTISEMENTS.

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"The Piano House
of Brooklyn"

Frederick Loeser & Co. Inc.
BROOKLYN—NEW YORK

"The Piano House
of Brooklyn"

100 Auto Truck Loads
Of New and Used

Pianos and Player-pianos

Will Be Included in the
Greatest of All Piano Sales
To Begin in the Loeser Store

SATURDAY, OCTOBER 3

THIS WILL NOT ONLY BE the largest of all Loeser Piano Sales, but so far as economy and quality of the instruments are concerned it will be the most notable Sale ever held in New York. Both new and used instruments will be included; the former class embracing Pianos of such reputation as the Kranich & Bach, Steinway, Weber, Estey, Mason & Hamlin and others; the latter class is made up of many fine new Pianos and Player-pianos reduced from our own stocks because of discontinued case designs or wear due to display on our floors.

There will also be a disposal of some wonderful new Pianos of a make famous for three generations at prices which afford the largest savings ever given on instruments of equal quality in New York.



Used Square Pianos, \$15
Used Upright Pianos, \$50 Up
Used Grand Pianos, \$125 Up
Used Player-pianos, \$225 Up
Used Cabinet Players, \$25 Up
Used Cabinet Organs, \$25 Up



Savings of as Much as \$600 on Guaranteed Used Instruments
New Pianos From \$150 Up
New Grand Pianos From \$525 Up

Savings of as Much as \$275 on Guaranteed New Instruments

All who are interested in a Piano should remember that in addition to the unparalleled savings which this Sale affords, all the instruments, both new and used, may be purchased on the exclusive Loeser plan—

Name Your Own Terms Within Reason

This advance notice is published in order that you may have an opportunity to discuss the question of buying a Piano and be prepared to act promptly when the Sale opens. In last October's Loeser Sale 147 instruments were taken the first day, and therefore we judge that promptness will be desirable.

Some of the instruments may be viewed on our floors this week, but none will be promised or reserved until the morning of the sale.

Fourth Floor.

DR. DERNBURG DISCUSSES AIMS OF ENGLAND'S POLICY

By DR. BERNHARD DERNBURG.

ENGLISH statesmen proclaim that the war must be fought to the last man; that it must be long and exhaustive; that it should be fought by applying the bitter pang of starvation to 120,000,000 of Germans and Austrians, by cutting off all credit, by the destruction of German and Austrian overseas commerce, by taking Germany's share of the world's trade and shipping.

All these are, maybe, very effective weapons, and English experience has certainly been that the longer a Continental war lasts, the deeper Continental Powers get entangled, the more they get tired and weary, the better the chance has always been for Great Britain to strengthen her own position. She can sit on and hold her theatres open, run her races and her sports. The sea is open to her; she is not afraid of in danger for her provisions.

Her army is not a national army. They are very good trained soldiers, who, excepting a small proportion of volunteers, make war a profession, and if England succeeds in keeping the unemployed quiet they suffer no great hardship.

On the other hand, every long European war has given Great Britain the opportunity of adding very largely to her possessions overseas. The history of British colonial stations and fortresses abroad is the history of long Continental wars, where every possible advantage was kept busy. So she got, as a result of the Napoleonic wars, the seven years war in 1763. She got as a result of the Napoleonic wars, when Napoleon France nor the Netherlands, nor any other European nation could defend their possessions, the Isles of Malta, Cyprus, Trinidad. She got, as a consequence of the Russo-Turkish war, for her colonial attitude, the Isle of Cyprus. In 1901 she took Gibraltar during the war of Spanish Secession. She made good use of the Turks' exhaustion in getting Alexandria in 1882. She got Madras as a result of the French being

German Statesman Predicts That Any Trade Taken
Away From Germany Will Not Go to United
States, but Will Be Taken by England

entangled in European difficulties in 1763 and 1799. And Jamaica became British because the Spaniards could not hold it in 1656. The same happened with New York, then New Amsterdam, in the struggle with Holland that lasted over twenty years. This list could be amplified to any desired length. England always kept her sea power free, and when the Continental Powers were engaged made good use of it. So it is that British statesmen have come to the conclusion that the longer a war lasts the better for her.

She may now try to capture the German possessions overseas, make such arrangements with Portugal as she thinks to her interests, get an option on the Congo from Belgium as a reward for her services, provided the war lasts long enough.

It is a very admirable policy from the point of self-interest. Thus do British statesmen reckon that the longer the war lasts the more the German trade can be deviated from its present channels, the more the German fleet will come into decay, the sorer German business can be captured. But it would not seem wise to pronounce such a programme as loudly as it is being done, since such a policy is always carried on better without much noise, but that policy evidently has got to serve various ends.

In the first place, it is intended to tide the English public opinion over a number of difficulties which are arising now and which will more certainly arise in the future also in England as a consequence of the war.

English trade with its best customer, Germany, is cut off. So is its Belgian trade, on which it depends for its vegetables and fruit. So is a large part of France, which seems to be more or less commercially paralyzed. She cannot keep up her trade with Russia through the Baltic, and the harbors in the White Sea and the Far East commence now to freeze up. Her

stock exchange is closed. And the consequence of all this will be a great deal of dissatisfaction in the merchant community and more so in the laboring community, because a great many industries must needs stop. Cotton has gone down to a price unthought of. It is a sure indication that the cotton industry in Continental Europe and also in Lancashire is working on a very reduced scale. Woollen and paper is missing and the issue of newspapers is thereby in danger. Aniline dyes it does not get any more from Germany, which is a serious matter to the Bradford trade. And all of the many necessities which Englishmen have been accustomed to which come from the Continent or from France will after a while commence to fade. So it must be held out to the English people that if they only hold out in a war much longer than anybody else that they will greatly profit by it.

But all this is more or less British concern, and I would not trouble about it at all if this proclamation of policy was not also intended to have certain effects on the United States. Please understand that I am not discussing the ethical side. But I must talk of the effects. The American people are invited by the English—and all her emissaries are trying to move the United States people to participate in the English crusade against German trade and German shipping—and they hold out to them that this is the time when the German trade, either with England or with South America or with China, could be had for the asking; that the British were great benefactors to the American people in inviting them to share; and that America was acting much against her interests if she did not follow this kind invitation.

amining the situation solely to make clear the conclusions to which I came. American business men know what they have got to do. They will not let themselves be influenced by an opinion even if it comes from a man who has been in business for more than thirty years with all the peoples of the globe. But, since it seems to be a popular feeling that the British indication ought to be followed, I may perhaps be permitted to speak in a popular way as to what I personally think to be the case.

Americans believe that now is the time to get a big merchant marine; that they ought to have one and they ought to have it now. I fully agree that America ought to have a good merchant marine, but whether this time is any better than any previous time, and whether it in the short time occasioned by the locking up of the German fleet an American merchant marine can be put on a permanent paying basis, I have my grave doubts. It has been contended that high seafaring act, now repealed, has stood in the way. As far as I understand, this navigation act originally was meant to encourage American shipbuilders, as it does not permit foreign built vessels under the American flag, and that American built ships should have been done in English harbors, and there must be other cause which have prevented a merchant marine from existing. These causes are found in the fact that shipbuilding in the United States, as manufacturing in general, is much more expensive; that wages of skilled workmen, especially those of the United States, are very high; a situation that Americans are proud of because it shows a better distribution of wealth and more comfortable living of the people in the lower walks of life.

Now, by buying German ships locked up, even if the belligerents would permit, it cheap vessels might perhaps be

Continued on Second Page.

Fulton Street
Bond Street

Frederick Loeser & Co. Inc.
BROOKLYN—NEW YORK

Livingston St.
Elm Place

A Sale Extraordinary of
450 Autumn Suits: Women's and Misses'
Special Values at \$15, \$17.50, \$19.75, \$25

TOMORROW INAUGURATES the most important Sale of autumn Suits so far held at Loeser's. Since the fashions are now clearly defined, women will be able to appreciate the extremely good values which this Sale affords.

Women's and Misses' Redingote Suits, \$15

Of heavy diagonal cheviot. The back shows one of the popular fancy belt effects, finished with 6 buttons. Coat is made with long rolling front, which may be buttoned up high about the throat and has the square velvet collar seen on many of the finest imported Suits. The tailor-made skirt shows the new inverted plait in front and finished with buttons. Half lined with satin and interlined for warmth. In blue, black, green and tete-de-negre.

Women's and Misses' Redingote Suits at \$17.50

One model for women is of blue diagonal cheviot. It has the new wide girdle, trimmed in the back with rows of tiny cloth-covered buttons. The back of the coat is box-plaited and the skirt is flared-plaited, tucked in front and finished with buttons. It has wide velvet collar and velvet veses.

This model may also be had in black cheviot or in plum or green poplin.

Women's and Misses' Poplin Redingote Suits, \$19.75

Coat has a circular flare back with a deep girdle and fancy velvet collar. The trimming is braid and buttons. Skirt is tailor-made, with vest top, pocket flaps, bound with braid, inverted flare plait at bottom of skirt, trimmed with buttons. In sizes for both women and misses, and in blue, black, brown and green.

Women's and Misses' Redingote Suits at \$25

One model for women is of broadcloth, trimmed about the square collar and at the cuffs with broadtail-covered buttons. The skirt shows a pretty hip yoke and the inverted plait at the side.

Another model for women has a three-quarter military coat with a poplin skirt finished with six large buttons. Has fashionable wide, square velvet collar, pocket flaps and deep cuffs. Skirt is made with two large tucks forming a pointed panel front and back. In all the favored shades of poplin.

140 Tailored Outing Skirts at \$3.50 : : Values to \$8

These Skirts come from a maker whose product is distinguished for its fashionableness. His Skirts are well tailored, they hang correctly, they have an air of distinction.

In this lot he has closed out to us at a heavy sacrifice all his salesmen's road samples. We have, therefore, but one and two Skirts of a kind and those who like exclusiveness in their garments will be interested in this Sale.

Materials are broadcloths, poplins, serges, novelty worsteds, in navy blues and blacks, a few checked and invisible plaid styles. Styles are the newest plaited and Russian tunics. Waistbands measure 27 and 28; lengths 41 to 43 inches.

Second Floor.

\$3.50 to \$7 Waists for \$2.98

THOUSANDS OF NEW WAISTS, fresh and dainty and up to the minute in style, are concerned in today's special value story.

Foremost in importance is this lot of Waists at \$2.98, including values up to \$7. They are of crepe de chine and chiffon, taffetas and messalines, in a variety of new styles and colors.

Some of the crepe de chine Waists are in the new colors to match the up-to-date tailored suits; others are made with separate white collars, others are exquisitely trimmed with lace, shadow lace, black and white Chantilly Laces, Shadon dainty light colorings, including maize, chamois, green, pink, flesh and blue. And some new satin Blouses with high necks, deep roll collars and cuffs of white pique. Plaits on shoulders, satin ball trimmings.

One of the best groups of Waists we have had this season for \$2.98.

Reinforcements Permit Us Again to Offer

The Laces Foremost in Vogue

For 19c. to 98c. Instead of 49c. to \$5

TO HAVE EXACTLY THE SORT OF LACES which are favored by fashion for embellishing fall and winter blouses and frocks, at such price reductions, is most extraordinary, especially when they are scarce in the market. This assortment includes Gold Laces, fancy colored Laces, Not Top Laces, black and white Chantilly Laces, Shadon Laces in black and white, Oriental Laces in cream and white, and Venice Laces and insertions. Widths are from 4 to 37 inches.

Main Floor, None C. O. D.

\$15 to \$200 Small Oriental Rugs, \$9.50 to \$125

A HOST OF SMALL TO MEDIUM SIZES in Persia, Kirman, Kurdistan, Kazaks, Baluchistan, Mossoul and Bokharas. There are scores of tiny Rugs 23 1/2 feet—hundreds in the medium sizes—a few Rugs which just miss inclusion in the Carpet class. Medallion Sarouks in dark seal browns, greens and reds with fields of ivory and blue; geometrically patterned Baluchistan in the aged tones of red and dark brown; Mossouls with the striking medallion patterns and wonderful soft blues, yellows and reds for which these Rugs are noted—all may be had.

Many fine Chinese Carpets in the rich porcelain tones of gold, blue and tan are shown. They are the newest in favor as well as one of the most beautiful of Oriental Rugs.

\$12 Cut Glass Water Sets, \$5.98

HEAVY, PERFECT BLANKS cut in a new floral pattern which is most graceful and pleasing. Jug is the regular 4-pint size with cut star bottom, cut handle and scalloped top. Tumblers to match.

One of the best values we have ever had in Water Sets.

\$8 Cut Glass Water Sets, \$3.98
\$10 Covered Butter or Cheese Dish, \$3.98
\$10 Cracked Ice Tubs, \$3.98
\$6 Oval Orange Bowls, \$2.98

\$15 Apple Bowls, \$5.98
\$6 Sugar and Cream Sets, \$1.98
\$6 and \$8 Whipped Cream Bowls, \$2.98 and \$3.98
\$5 Compartments Relish Dishes, \$1.98

Basement.

\$1.50 and \$2.50 Black Velvet Hats, 98c. and \$1.50

Untrimmed : : For Women

VELVET IS THE DOMINANT MATERIAL this fall in women's Hats and black is the reigning color. Therefore this sale of Velvet Hats takes on added significance aside from the excellence of the Hats so far as making and quality of materials go.

All are in the newest shapes. There are turbans with the extremely narrow brims, turbans with curled brims, triangular shapes, lending a helmet-like effect, sailors with the new flat crowns and wide flat brims, etc. Hardly a favored shape of Hat which you cannot find in this Sale.

All come from a maker of repute and are of excellent velvet richly dyed a deep plum black.

Second Floor.

Only Once in a Decade Can You Buy

79c. All Silk Colored Satin Messalines, 39c

THIS IS A PURE SILK-SATIN, rich, double warp and to be had in—

SIXTY DIFFERENT SHADES

of which the following are a few: White, ivory, ciel, blue, pink, nile, champagne, rose, peach, helio, apricot, pearl, tan, biscuit, amethyst, taupe, cedar, mulberry, gray, purple, roseda, American Beauty, navy, plum, wistaria, brown, royal, king blue, wine, garnet, Copenhagen, duck blue, hussar, burgundy, sage green, bottle green, rusin, cadet, etc. None C. O. D. None credited or exchanged.

Men's, Women's & Children's

25c. to 50c. Stockings at 17c

FOR WOMEN, there are black, white and tan lustrous silk lisle; black split foot cotton; black medium cotton; colored silk lisle; also black, white and tan thread silk foot Hose with lisle tops and soles.

FOR MEN, black full fashioned cotton and split foot cotton Socks; also black and colored silk lisle; black and colored thread silk; spliced heels and toes.

FOR CHILDREN, black, white and tan fine ribbed cotton; sizes 5 to 9 1/2; spliced heels and toes.

Exclusive Autumn Dress Fabrics

Also Many Excellent Underpriced Groups

\$2 Navy Blue Broadcloth, \$1.49

\$1.50 Navy Blue Fabrics, 98c

A high luster imported Broadcloth; 54 inches wide; spot-proof.

IN LENGTHS OF 2 1/2 TO 6 YARDS ONLY. There are several hundred fine skirt and dress lengths of all wool autumn dress fabrics, in a variety of weaves and in the desirable navy blue shade.

Autumn Dress Fabrics, in 30 Shades, for 98c. Yard

This is an exceptionally fine lot of dress fabrics and most exceptional value for 98c. a yard. In many instances these are exact duplicates of fabrics which sell at much higher prices, but they are not so wide (these being 44 inches in width), and that is reason for the saving in price.

Among the assortment are Gabardines, Faille de Laine, Poplins, Imperial Serges, Cheviots and some others. Colors include raisin, plum, seal, burgundy, taupe, king's blue, Copenhagen, navy, midnight and raven's wing blue; also black.

On special tables tomorrow in the Dress Goods Store at 198c. a yard.

44-Inch Black Storm Serge, Sponged and Shrunk, at 75c. Yard

\$1.10 Black English Prunella Cloth, Spotproof, at 79c. Yard

\$2 Black Broadcloth, 54-Inch, Spotproof, at \$1.49 Yard

42-Inch Silk-and-Wool Poplin at 98c. Yard

Second Floor.